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July 25, 1997

TO: Distribution

FROM: Jack Kerigan, Jr.

SUBJECT: UNEXPECTED COOLERS

Ladies and Gentlemen:

As you may now have heard, SALEM is going to test market a brand new positioning in NY Metro in the 4th Quarter of this year. That's the great news. The not so great news is that our database listing of competitive young-adult names for Direct Marketing is very weak.

By now you may have also received some SALEM soft-side coolers that I sent to each Region Manager, RDM and RBM. These high quality coolers have a retail value of over $20 and RJR's cost was $13 each.

I would like to propose that I send two coolers to each of your sales people in exchange for 10 good competitive, young-adult smokers. This would give us a great jump-start on our competitive name generation for new SALEM programs and it is proven that rep generated names are more likely to convert than any other method we utilize. I realize that you are very busy with WINSTON and if you don't want to participate that's OK. But, if you'd like to take the challenge and give your reps the earn a little something for themselves, then please reply to me by e-mail with the quantity of coolers I need to ship to you. I will also send you an appropriate number of name generation cards.

Jack

Jack Kerigan, Jr.
JJKlw

cc: Doug Shouse, Yvette Willard, Lynne Smith, Floyd Cook

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